

Successful Policy Communication: Key Points

- 1. Know your audience: Know their world**
- 2. KISS: Keep it short and simple**
- 3. Surround them with your message and your messengers**
- 4. Pay attention to timing**
- 5. Think of a conversation not a lecture**
- 6. Two key questions: What do you want me to do? How much will it cost?**